



City of Edmonds Public Education and Outreach Activities for 2019

Public Education and Outreach (S5.C.2)

The required elements for a public education and outreach program (Section S5.C.2 of the Permit) are summarized below, followed by a description of the ongoing and planned SWMP activities that meet these requirements.



The residential rain garden program produced aesthetically pleasing examples of rain gardens that attract public interest and include educational signage of the benefits of rain gardens. [Photo taken Oct. 5, 2019]

Permit Requirements

Permit Section S5.C.1 states that the SWMP shall include an education and outreach program designed to reduce or eliminate behaviors and practices that cause or contribute to adverse stormwater impacts and encourage the public to participate in stewardship activities. The education program may be developed and implemented locally or regionally. The Permit lists the following minimum performance measures for compliance with this element. Each Permittee shall:

- ❑ Provide an education and outreach program for the area served by the MS4. The program shall be designed to educate target audiences about the stormwater problem and provide specific actions they can follow to minimize the problem.
- ❑ Create stewardship opportunities and/or partner with existing organizations to encourage residents to participate in activities such as stream teams, storm drain marking, volunteer monitoring, riparian plantings and education activities.

- Measure the understanding and adoption of the targeted behaviors for at least one target audience in at least one subject area. No later than July 1 2020, permittees shall use the resulting measurements to direct education and outreach resources and develop a strategy to affect behavior change. Permittees may meet this requirement individually or as a member of a regional group.

Continuing & Ongoing Activities

Our approach and priorities for education and outreach has been informed by surveys conducted in 2009 and 2013, which measured the public's knowledge and practices regarding stormwater, and helped inform priorities for specific topics to be addressed in our community. These results, as well as the requirements of the current Phase II Permit, continue to be a guide for our Public Education and Outreach Program (see Table 1).

The Permit requires the City to continue a public education and outreach program and measure changes in behavior for at least one audience in at least one subject area. Since Edmonds is predominantly residential, we have focused on educating homeowners on natural yard care techniques to encourage them to protect water quality; this work is done in partnership with regional organizations who lead the effort to implement and evaluate the program's efficiency.



A City of Edmonds partner organization, Students Saving Salmon, provides a fun learning opportunity to kids attending the Watershed Fun Fest. These interactive games help teach kids the benefits of clean water in our ecosystem. [Photo taken May 4, 2019]

Other topics we focus on include proper storage and disposal of pesticides, fertilizers and other household chemicals, BMP's for pet waste management, carpet cleaning, and auto and home repair and maintenance.

The City continues to partner with numerous organizations to encourage residents' involvement in educational opportunities. Current and ongoing partnering organizations to include non-permittees:

- ❑ Snohomish County Surface Water Management
- ❑ City of Mountlake Terrace
- ❑ SnoSTORM (Sub-group of STORM for Snohomish County Municipalities)
- ❑ Snohomish Conservation District (SCD)
- ❑ STORM (STormwater Outreach for Regional Municipalities)
- ❑ Washington State University Extension (Snohomish County Master Gardeners)
- ❑ ECOSS (Environmental Coalition of South Seattle)
- ❑ EarthCorps
- ❑ Sound Salmon Solutions
- ❑ Students Saving Salmon
- ❑ Zero Waste Washington
- ❑ Storm Drain Marking Volunteers

The annual ‘Watershed Fun Fair’, sponsored by the City of Edmonds’ Parks and Recreation and Public Works departments was again held in 2019 at the Willow Creek Fish Hatchery. The ‘Watershed Fun Fair’ is our fun family event that offers insight into why we like to say “Puget Sound Starts Here”. This free all ages community event engages participants by guiding them through exhibits and information about Puget Sound stewardship, stormwater, fish and wildlife, backyard habitat, recycling, energy, water conservation, and other environmental topics. Kids took part in hands on activities such as face painting, nature crafts, interactive games, dancing to a live musical performance, and the always popular feeding of the hatchery fish! With an estimated 212 local residents and families attending this past year, this event continues to provide our community the education and knowledge to keep Edmonds at the forefront of sustainability and environmental stewardship.



Residents from Edmonds, Monroe, Marysville, Mukilteo and Snohomish County attend the Natural Yard Care Programs ‘Lawn and Garden Demonstration Fair’.
[Photo taken June 22, 2019]

The continued partnership with Snohomish County also brought forth the next phase of our Natural Yard Care program. In 2019, the City of Edmonds with partner organizations Snohomish County, Mukilteo, Marysville and Monroe held a Lawn and Garden fair at Thornton A. Sullivan Park in Everett on June 22nd. Building on the success of 2018's Natural Yard Care workshops, these interactive demonstrations from Natural Yard Care experts allowed fair attendees 17 different hands-on demonstrations in 6 topic areas. This event also included the WSU's Snohomish County Master Gardener volunteers to assist in the best gardening practices for those protective of water quality. The 2018-2019 Natural Yard Care Workshop Series and Lawn and Garden Fair, which was a follow-up to the evaluation of 2014 program, was evaluated to assess the education program in a statically valid manner and chronicled in the 2019 Snohomish County Natural Yard Care Education Evaluation Report, which is included as Appendix F of the SWMP Plan.



Volunteers from Students Saving Salmon and Edmonds Public Works combine efforts to capture and document the fish caught in a lower stretch of Perrinville Creek prior to the annual maintenance of the Perrinville Creek Diversion Structure.
[Photo taken August 8, 2019]

In 2019, the City of Edmonds and partner organization Student Saving Salmon also collaborated on several occasions to allow for Edmonds-Woodway High School students and interested local volunteers to work to improve our fish habitat. These activities ranged from restoring riparian plantings, surveys on spawning salmon, cleaning fish passable culverts, inserting salmon egg hatch boxes into streams, monitoring sensitive stormwater outfalls and working alongside Edmonds Public Works in a project related fish exclusion activity.

The City of Edmonds continued promotion of the video series "*Certain Things Don't Mix*", a collaborative effort from STORM and Comcast Spotlight. This commercial series helps bring public attention and awareness to the relationship between the environment and pollutants. They take light hearted but poignant look at how stormwater and pollutants mix together to effect the environment. During 2019, they were posted multiple times on the City webpage, Green Resource Room, City newsletter, online newspapers and social media. They have received upwards of 1500+ views and responses since their debut in 2018. The Parks and Recreation Department also aired the commercials at their Summer Outdoor Movies series, which were seen by approximately 1400 viewers who attended the events.



A local community volunteer helps with invasive plant removal during the Student Saving Salmon “planting and restoration day” at Shell Creek near 7th and Glen St. [Photo taken June, 29, 2019]

The EarthCorps’ Puget Sound Stewards continued to be supported in Edmonds during 2019. EarthCorps enables local community participation to help keep our parks, forests, wetlands and beaches healthy. Approximately 10 Puget Sound Stewards were active this year in leading volunteer groups throughout the City, performing a variety of habitat stewardship projects to include beach cleanups and riparian restoration and plantings.

Stormwater staff has also been dedicating time to a local high school project and supporting several students pursuing design of a new stormwater filter. After initial consultations, the students have completed an initial design, and staff is in the process of finding a suitable location in the MS4 to test the students’ design.

For a complete list of our public education and outreach activities see Table 1.

Table 1. Ongoing Public Education and Outreach Activities

Educational Material / Activity	Description of Educational Material/Activity	Phase II Permit Sections(s) & Target Audience
Brochures, Booklets, Fact Sheets and Other Written Material (available from Engineering Department at City Hall, the Parks Department at the Francis Anderson Center, or on the City website)		
Stormwater Addendum & Checklists	Includes information to supplement or elaborate on the guidelines and requirements outlined in Edmonds Community Development Code Chapter 18.30 Stormwater Management and Ecology's Stormwater Management Manual for Western Washington.	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii Engineers, contractors, developers, review staff and land use planners
Streamside Landowners Best Management Practices web page	This portion of the City's website discusses leaving stream banks natural, planting native plants and trees, limiting the use of lawn chemicals, proper car washing, and keeping pets out of streams. http://www.edmondswa.gov/water/stormwater/streamside-stewardship.html	S5.C.2.a.i Residents, landscapers and property owners/managers
Natural Yard Care booklet	This booklet was prepared by Seattle/King County and Washington State University Extension and is available at Edmonds City Hall. https://snohomishcountywa.gov/DocumentCenter/View/7260/Natural-Yard-Care?bidId=	S5.C.2.a.i General Public and businesses
		S5.C.2.a.ii Residents, landscapers and property owners/managers
How to be a Salmon Friendly Gardener brochure	Brochure describes building healthy soil with compost, using natural fertilizers, directing runoff to pervious areas, and protecting shoreline habitat. https://snohomishcountywa.gov/DocumentCenter/View/3769/Salmon-Friendly-Gardener?bidId=	S5.C.2.a.i Residents, landscapers and property owners/managers)
Safer Alternatives for the Home and Garden fact sheets	A collection of fact sheets prepared by Toxics Free Future (previously Washington Toxics Coalition) that lists less toxic fertilizers and describes alternatives to common toxic products for control of slugs, aphids, and weeds. https://toxicfreefuture.org/healthy-living/healthy-gardens/	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii Residents, landscapers and property owners/managers
Protecting Water Quality in Urban Runoff	Fact sheet published by USEPA that discusses urbanization's impact on the quality & quantity of stormwater runoff and what can be done to best manage this runoff. https://www3.epa.gov/npdes/pubs/nps_urban-facts_final.pdf	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii Residents, landscapers and property owners/managers
Protecting	Seven page environmental education guide that discusses a	S5.C.2.a.i

Washington's Waters from Stormwater Pollution	variety of topics related to stormwater runoff and presents ways to protect receiving waters from the detrimental effects of uncontrolled stormwater runoff. https://fortress.wa.gov/ecy/publications/documents/0710058.pdf	General public and businesses
		S5.C.2.a.ii Residents, landscapers and property owners/managers
City of Edmonds Stormwater Education and Outreach web page	City's Stormwater Education and Outreach web page provides information on stormwater and stormwater regulations, including FAQs, and information on car washing, vehicle leaks, and links to City and regional outreach brochures, articles, and web pages. http://www.edmondswa.gov/	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii Residents, landscapers and property owners/managers
Car Wash brochures	Two car wash brochures are available that discuss the issues of car wash water discharging to storm drains. One brochure is focused on how to best handle washing cars at home, the other covers the use of the City's car wash kit during fund raising events. Both are available online. http://www.edmondswa.gov/stormwater-utility-system/stormwater-public-education-outreach/car-washing-in-edmonds.html	S5.C.2.a.i General public and businesses
Stormwater articles in City's electronic newsletter, social media and print publications.	A variety of stormwater related articles were posted in the City's electronic newsletter, the City's web page, the City of Edmonds' Facebook page as well as MyEdmondsNews.com and the Edmonds Beacon. These articles touched on such topics as drain cleaning, street sweeping, clean car washing, pet waste, snow and ice removal, vehicle leaks, rain gardens and natural yard care. These articles aim to be daily reminders and educational tools for our local residents that stormwater runoff is the single largest non-point pollution source to our waterways. https://edmondsbeacon.villagesoup.com/ https://myedmondsnews.com/ https://www.facebook.com/cityofedmonds/	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii Residents, Landscapers, and Property Owners/Managers
Wildlife of Edmonds poster	Developed by City Parks and Recreation staff, the poster has photos of the many animals (and their habitat) that can be found in Edmonds. The overall goal is to foster environmental stewardship among citizens of Edmonds and those who visit our parks and beaches. It is expected that this will result in behavior changes, such as picking up pet waste and fixing leaky cars, which will benefit watersheds and wildlife.	S5.C.2.a.i General public and businesses
Storm drain marking	Information regarding storm drain marking is provided on the City website http://www.edmondswa.gov/water/stormwater/storm-drain-stenciling.html . Free assistance and marking supplies are offered to volunteer groups that apply for the materials. In 2019, two groups of people checked out the current stock of marking supplies. A follow up in 2020 is scheduled with additional markers ordered.	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii Residents, Landscapers, and Property Owners/Managers

Rain Garden Handbook for Western Washington	This handbook is available for pickup at City Hall and given out during rain garden tours and information sessions. The Handbook can be used by homeowners, landscapers, landscape architects, engineers and others to create rain gardens in Western Washington, whether or not required by stormwater regulations. https://fortress.wa.gov/ecy/publications/documents/1310027.pdf	S5.C.2.a.i General public and businesses
STORM (Stormwater Outreach for Regional Municipalities)	Access to the STORM public library as an open source of clean water, pollution prevention, and environmental outreach materials. https://www.pugetsoundstormgroup.org/Default.aspx#	S5.C.2.a.ii Residents, Landscapers, and Property Owners/Managers
		S5.C.2.a.i General public and businesses
		S5.C2.a.ii Residents, landscapers, and property owners/managers
Presentations, Curriculums and Activities		
Spill Kit for Businesses Program – in partnership with ECOSS (Environmental Coalition of South Seattle)	The City continued to partner with ECOSS in 2019 to educate Edmonds’ businesses on spill prevention and preparation. The businesses that received a spill kit were taught how to use the kit, the ways to minimize the occurrence and impact of future spills, and where their stormwater runoff flows to. In 2019, 21 businesses (many of them English speaking as a second language) were identified and served with ECOSS spill kits. To date, ECOSS has worked with 168 businesses in Edmonds. Edmonds will continue their partnership with ECOSS in 2020 in hopes of continuing our outreach and education throughout the city. https://ecoss.org/	S5.C.2.a.i General public and businesses
Edmonds Beach Ranger Education and Outreach Program	The City of Edmonds has supported the Beach Ranger program since 1986, when the first Rangers were hired to teach marine education and conservation to school-aged children within the Edmonds School District, staff the Olympic Beach Visitor Station, and patrol the beaches in the summertime. Rangers teach marine ecology and beach etiquette to all ages, including the impacts of human activities on the Puget Sound and steps people can take to limit the impact of their actions. In 2019, our Spring marine education program reached 3,250 children grades K-6; nearly 9,000 guests visited the Olympic Beach Visitor Station.	S5.C2.a.i General public and businesses
		S5.C.2.a.ii Residents, Landscapers, and Property Owners/Managers
Snohomish Conservation District	In 2019, in partnership with SCD, the City of Edmonds had 3 new rain gardens installed in the L.I.D. targeted Perrinville Creek watershed. These new rain gardens, along with previously installed ones will help reduce the flows and pollutants into Perrinville Creek. Substantial erosion issues recently has made this watershed a priority to seek infiltration and reduction as an alternative to the traditional piped storm system.	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii Residents, Landscapers, and property owners/managers
Youth Education Program – in partnership with Snohomish Conservation	The City continued to partner with Snohomish Conservation District to sponsor stormwater presentations at local K – 12 grade schools. From April 1 – June 30, 2019, SCD reached 3 classrooms of students, teachers/adult staff with lessons taught ranging from Salmon of Puget Sound to Water Quality education and monitoring.	S5.C.2.a.i (General Public and businesses)

District	https://snohomishcd.org/	
Natural Yard Care program <i>(In partnership with Snohomish County)</i>	<p>Since 2014, the City has partnered with Snohomish County and other regional municipalities to deliver a comprehensive natural yard care training program. Based on recommendations made after the first workshops were conducted, the Program has included a mix of medium/large scale workshops and small/medium scale expert-led demonstrations throughout the region in addition to locally sponsored on-going programs. In Edmonds, ongoing local programs include the City's Residential Rain Garden Program, pesticide reduction efforts in municipal land care practices, the City's Green Resource Room, and various natural yard care presentations to local groups.</p> <p>The major 2019 educational component included a 'Lawn and Garden Demonstration Day' at Thornton A. Sullivan park in Everett. This event brought participants to enjoy hands-on tutorials to better take care of your yard through sustainable and/or eco-friendly practices. This program is in partnership with other local municipalities and will continue into 2020.</p>	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii Residents, landscapers and property owners/managers
Residential Rain Garden Tour and Information Session Program	<p>Staff from the Parks Department and Public Works led an autumn rain garden tour of the 3rd Ave. residential rain garden cluster on Oct. 5, 2019. Using the Rain Garden Handbook for Western Washington as a guide, participants explored the process of designing, building and maintaining a rain garden, and saw examples of key principles at work, and received a free copy of the Handbook and a list of local resources to take home. 14 people participated in the tour.</p> <p>A Raingarden Information Session was presented to 20 Snohomish County Master Gardeners in September 2019. The presentation was as desktop version of the residential raingarden tour and was very well received.</p> <p>https://fortress.wa.gov/ecy/publications/documents/1310027.pdf</p>	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii Residents, landscapers and property owners/managers
Lake Ballinger Water Quality Monitor Volunteer <i>(Funding Support)</i>	<p>In 2019, the City of Edmonds, City of Mountlake Terrace and Snohomish County partnered in an interlocal agreement to better monitor the changing environmental conditions at Lake Ballinger. This agreement led to Snohomish County training a local lake resident to do basic water quality monitoring to which this data will be collected by Snohomish County and compiled into a year-end report.</p>	S5.C.2.a.i General public and businesses
		S5.C.1.a.ii General public and businesses
Puget Sound Beaches & Pier Cleanups	<p>Three corporate groups conducted volunteer beach cleanups in Edmonds in 2019. Most cleanups started along Sunset avenue at the northern tip of the Edmonds waterfront, and ended at Marina Beach Park, with participants picking up litter in all beach parks along the way. In addition, a volunteer group of scuba divers did their annual cleanup in waters below the fishing pier.</p>	S5.C.2.a.i General public and businesses
Watershed Fun Fair	<p>This annual event was held this year on May 4, 2019 at the Willow Creek Fish Hatchery. Exhibits included information on soil health, water quality, clean stormwater, fish and habitat restoration, pervious pavement, recycling, amphibians, and backyard wildlife. An Enviroscape stormwater model showed the impacts of stormwater. Native plant starts from Edmonds Parks' greenhouse were given away to participants who</p>	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii General public and businesses

	<p>completed their event ‘Passport’. Students Saving Salmon presented on their stream monitoring efforts. Sound Salmon Solutions joined the event for the first time and provided macroinvertebrate investigations in Willow Creek. Total participation was 212 children and adults.</p> <p>The fair is currently planned for May 10, 2020, however we are tacking the unprecedented COVID-19 response closely and may be forced to eliminate this event this year.</p>	
Students Saving Salmon <i>(Funding Support)</i>	In 2019, the City of Edmonds continued its stewardship with Students Saving Salmon. This club of high school students mentored by a retired fish biologist have under taken several small projects along Edmonds waterways, and perform hands-on in-field testing and observation of drainage courses. The City continues to provide funding to this program, which provides further engagement for those interested in stormwater and environmental related fields. Student projects are routinely covered in articles in the local newspaper, leading to increased awareness amongst a larger audience than just the students involved. <p>In 2019, the students conducted water monitoring in the Edmonds Marsh, culvert cleaning, riparian restoration and plantings as well as releasing Coho eggs in several local creeks.</p> <p>The students also become educators and share their knowledge with the public by hosting a booth at the City Watershed Fun Fair and prepare a written report to present to City Council each year.</p>	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii General public and businesses
Watershed Habitat Restoration Stewardship <i>(in partnership with EarthCorps)</i>	In 2019, more than 2.2 acres of parkland was under active restoration with the goal of replacing invasive species with native trees and shrubs to both increase habitat diversity and resilience, and help control flooding and erosion. <p>Restoration activities include site preparation, planting, and maintenance, with work being performed by Parks staff, contractors, and/or volunteers. EarthCorps’ Puget Sound Stewards receive ongoing funding through the Parks Department to manage a volunteer program in Edmonds. Approximately 10 Stewards are active in Edmonds, leading volunteer stewardship events in our forests, wetlands, and shorelines.</p>	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii General public and businesses
Other		
Green Resource Room	The City continues to promote and update the City’s Green Resource Room, to showcase sustainability and low impact development (LID) techniques and provide guidance and information to Edmonds residents and developers. The Green Resource Room maintains a stock of low flow garden nozzles, garden timers, moisture meters and low flow showerheads that are offered free to the public. Solar Panels, rain barrels and a monitor which cycles through a variety of LID topics are also on display. <p>A highlight of the room is the pervious pavement display which was created to spark interest and inform both residents and contractors of the benefits of incorporating infiltration on</p>	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii General public and businesses

	their properties. This display can be disassembled and brought to outreach events.	
Mutt Mitt pet waste stations	“Leash and Scoop” signs are posted throughout Edmonds. Mutt Mitt pet waste stations are located at 11 parks and public areas in Edmonds, including the well-used and popular City dog park at Marina Beach. The Off Leash Area Edmonds(OLAE) non-profit organization help maintain and volunteer their time for maintenance and cleanups. These pet waste stations are maintained daily by City of Edmonds Parks and Recreation staff. As a controllable pollution source, the pet waste stations have educated and encouraged dog owners to utilize them throughout the city, with the Marina Beach Dog Park approximately removing 300 pounds of pet waste every week..	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii General public and businesses
City proclamation for “Puget Sound Starts Here Month”	Official City proclamation in May of each year to promote awareness of the Puget Sound Starts Here (PSSH) campaign which serves to educate the general public about local and regional water quality issues. This coincided with the Watershed Fun Fair, a substantial social media campaign, and a month long PSSH banner displayed over heavily travelled arterials for awareness.	S5.C.2.a.i General public and businesses
“Puget Sound Starts Here” Decals on City Vehicles	In 2019, the City continued to refresh and replace the 14 in. x 6in. “Puget Sound Starts Here” campaign decals on the 8 vehicles used by the Stormwater Department. These vehicles are out on the streets of Edmonds daily for residents to see and promote the idea of clean stormwater. These vehicles include a Vactor truck, 2 street sweepers, a dedicated stormwater TV truck, and fleet vehicles.	S5.C.2.a.i General public and businesses
Stormwater Community Research Report	In 2013, Edmonds sanctioned a survey of a sample of its residents and businesses to measure the public’s knowledge and practices regarding stormwater quality issues to be compared to a baseline study conducted in 2009 along with five other municipalities. These 2009/2013 studies continue to guide our public education and outreach activities and enable the City to measure change in target behaviors as a result of our efforts. The report has been posted on the City’s stormwater outreach web page. In 2018, the City was invited to participate in another similar survey which we are considering for 2020. http://www.edmondswa.gov/images/COE/Government/Departments/Public_Works/Stormwater_Utility/pdf/2013_Edmonds_Stormwater_survey_report_FINAL_4_21_2014.pdf	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii General public and businesses Residents, landscapers and property owners/managers
Puget Sound Starts Here Commercials “Certain Things Don’t Mix” Campaign.	In 2019, the City in partnership with STORM and Comcast Spotlight helped fund the successful and well received 3 commercials bringing public attention and awareness to how “Certain Things Don’t Mix”. The commercials took a light hearted but poignant look at how stormwater and pollutants mix together to effect the environment, and were posted multiple times on the City webpage, Green Resource Room, City newsletter, online newspapers and social media where they received upwards of 1500+ views. The commercials were also aired by the Parks Department at their Summer Outdoor Movies, and were seen by an estimated 1400 viewers who attended the	S5.C.2.a.i General public and businesses
		S5.C.2.a.ii General public and businesses

	<p>events.</p> <p>https://www.youtube.com/watch?v=DjkwzGSz69g</p> <p>https://www.youtube.com/watch?v=B2JCLtUf7E8</p> <p>https://www.youtube.com/watch?v=L-QeXauQQng</p>	
Participation in regional municipal stormwater educational forums/groups.	The City regularly attended local and regional meetings convened to share and promote outreach resources and techniques. The groups were formed with the intent of educating the general public and specific interest groups about stormwater and the impacts of stormwater on our environment. The City of Edmonds hosted a STORM regional meeting in February 2019.	<p>S5.C.2.a.i</p> <p>General public and businesses</p>